



## Roche Blair

Director, Sales & Strategic Partnerships and Lead Consultant

Roche Blair is Director, Sales & Strategic Partnerships and Lead Consultant in the Midwest for MCF Institutional. Prior to joining MCF, Roche served as Regional Practice Leader for a small boutique plan consulting practice in Indianapolis and as Regional Vice President for Transamerica Retirement Solutions/Diversified for 20 years and has been in the employee benefits industry for 30 years. He brings experience of the vendor marketplace and industry background working with healthcare organizations, manufacturing, financial institutions and non-profit organizations.

Roche has worked with clients who have complex retirement plan structures including defined contribution plan (profit sharing, 401(k), 403(b), 457) and defined benefit plans. His specialty is the consolidation of multiple plans onto a single recordkeeping platform for optimizing plan sponsor resources, plan efficiencies and improved reporting while improving the retirement outcome for plan participants.

Roche has the Certified Employee Benefits designation from the International Foundation of Employee Benefits and the Wharton School; an MBA from Capital University in Columbus, OH; a B.A. in Chemistry and a degree in Business from Indiana University. He received the Certified Behavioral Finance Analyst (CBFA) designation from the Allianz Global Behavioral Finance Institute and has presented on this topic and the impact it makes to employer enterprises who adopt such protocols in several forums including the 2016 International Foundation of Certified Employee Benefit Specialist symposium in Baltimore in addition to other venues. He also serves on the Judging panel for Pension & Investments Eddy Award program reviewing almost 200 annual educational campaigns as well as other industry advisory boards. Roche lives in Cincinnati with his wife and two children where he enjoys the outdoors; cycling, running & golf; and continuing education.

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